Effect of knowledge distribution of components due to the severity of CRM KM Bararyaby performance Pasargad bank branches (Case Study: active branches of Pasargad Bank Gilan Province)

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The purpose of this study was to determine the distribution of knowledge of KM components due to the severity of CRM on the performance of Pasargad banks in Guilan province, so that according to its distribution characteristics (widely distributed knowledge dissemination, confidential dissemination of knowledge, publication Knowledge Generally, Knowledge Distribution, and Customer Relationship and Marketing Effectiveness of Pasargad Banks. The current research is applied in the field of applied information and in terms of collecting information in the field of information, the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The statistical population in this research includes all managers and experts of the Pasargad Bank Branches in Guilan province, and includes 115 people, using a non-probabilistic sampling method available to sample the community. So, with the help of Cochran's formula, the required sample size was estimated to be 86 questionnaires. A questionnaire was designed after the validity of the content was confirmed through content validity and confirmed by Cronbach's alpha, distributed throughout the statistical society. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. The findings of the research indicate that there is a meaningful relationship between its characteristics and its relationship with customers and the marketing performance of the Pasargad Bank.

Performance, Knowledge Distribution